The background features a stylized rural landscape. In the foreground, there are rolling green hills with a herd of sheep grazing. The middle ground shows more rolling hills, and the background consists of dark, silhouetted mountains under a deep blue sky. The overall color palette is dominated by various shades of green and blue.

RURAL AUDIENCES  
**MEDIAWORKS INSIGHTS**  
**JUNE 23**

**REX** mediaworks.

# MARKET CONTEXT

**REX** mediaworks.

# A HARD SLOG FOR THE CURRENT SEASON

But Green Shoots are on the Horizon

## HEADWINDS

Rising interest rates have meant interest related costs have increased by an average of 52% YOY for the March 23 quarter.

Adverse weather conditions including Cyclones Hale and Gabrielle decimated many food crops across the country.

Average profits for beef and sheep farms is expected to fall by an average of -31% YOY for the current season.

All farmers are facing increased costs for transport, logistics, energy and labour which is constraining farm profitability with dairy farmers experiences the highest overall increase in input costs.

## GREEN SHOOTS

Dairy export revenue is forecast to increase 14 percent and reach a record high of \$25.1 billion in 2022/23

Dairy farmgate payouts are forecast to remain at elevated levels across the next five years vs. the previous five year average

Consumer demand for New Zealand fresh produce and wine remains strong

Record migration is helping offset labour constraints and increase productivity

## Building Your Brand Affinity and Trust During Tough Economic Times is Key to both Creating and Harvesting Future Demand

### Maintain a Strong Presence in Market

- *Agricultural Advertising Spend has fallen*
- **-33% YOY in Jan-Apr vs. the same period last year.** Brands who maintained their advertising budgets
- during a recession saw a 54% improved ROI on average.
- Those who grew their budgets saw a 60% improvement.

### Leverage Trusted Environments to Build Brand Trust

Kiwi's inherently trust their favorite radio hosts, with 34% say that the hosts are as important as the music and a quarter say they have a strong personal connection with the hosts

Brands that dedicate 15% or more of their media budgets to OOH experience a 24% increase in brand trust and 106% increase in brand quality.

**Building our  
brand affinity and trust  
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## **Maintain a Strong Presence in Market**

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## **Leverage Trusted Environments to Build Brand Trust**

Campaigns that feature radio generate 4x the level of brand trust than those that don't. Kiwi's inherently trust their favorite radio hosts, with 34% say that the hosts are as important as the music and a quarter say they have a strong personal connection with the hosts.

Brands that dedicate 15% or more of their media budgets to OOH experience a 24% increase in brand trust and 106% increase in brand quality.

**REX** mediaworks.

# Harness the Power of MediaWorks

MediaWorks' Comprehensive Portfolio Allows You To Efficiently Connect With Your Target Audience

Can boost campaign awareness by **84%**

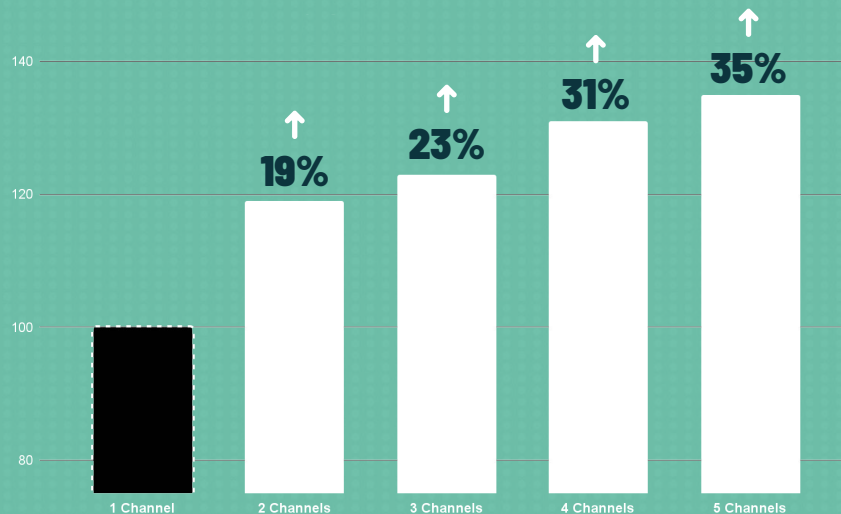
Can increase ROI by **19%**

Can uplift engagement by **70%**

Can have stronger ad memorability by **40%**

## Ad Campaign ROI increases with each new channel

Source: Analytics Partners ROI Genome, Global, 2010 - 2017



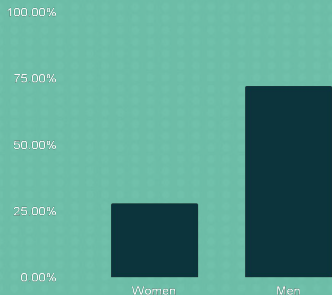
- Customer attention is more fleeting than ever and the amount of touch points for consumers is at an all-time high. MediaWork's multi channel offering perfectly positioned to engage & efficiently connect with your target audience at key moments throughout their day. Ensuring that your message is seen & heard.
- A multiplatform campaign that connects with the key audience throughout their day is crucial to driving a much stronger return on your ad investment.

# AUDIENCE INSIGHTS

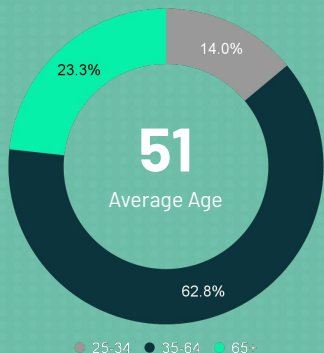
REX mediaworks.

# Audience Profile: Farm Owner or Manager

Potential: 43,000



Age Profile



## Wealthy but Feeling the Strain



- Average Personal Income: **\$91,564** (+46% vs. NZ average)
- Average Household Income: **\$140,599** (+24% vs. NZ average)
- Despite their high income, they are **+10% more likely** than the average Kiwi to feel **life is getting harder** for them
- **79%** are **homeowners**
- **74%** have **savings or investments**
  - They are **+19% more likely** to believe it is **important to make investments now** for the future
  - They are **+10% more likely** to prefer to let **professionals manage their investments**
  - **30%** are likely to **take out or refinance a mortgage** in the next year

## Upgrading Their Homes



- They are **+14% more likely** to plan on **making major home improvements** in the n12m
- They are **1.5x more likely** to be in market for a **heat pump or home ventilation system**
- They are **+37% more likely** to be in market for **big ticket furniture** such as bedroom, lounge or dining furniture

## In Market for Cars



- **56%** intend to **buy a car** in the next 12 months
- They are **+1.5x** more likely than the average Kiwi to spend **\$40,000+** on their next car
- They are **+25% more likely** to consider buying a **hybrid or electric car**

## Loyal Shoppers



- **77%** are **household shoppers**
  - **56%** tend to **do one main weekly shop** and don't buy much else
- **Value perceptions are important to this audience**
  - **72%** shop a lot of **bargains and specials**
  - **70%** tend to **stick with brands they have used for a long time**
  - **58%** have recently **cut down on non-essential spending**
- **Farm Owners or Managers are +38% more likely to say that when they see new brands advertised they often buy it to see what it's like**

## Open to Advertising



**Farm Owners or Managers** are most likely to be **accessing the web via mobile devices**. 53% have ultra-fast broadband connections, 33% are on VDSL, ADSL or satellite broadband connections and a further 12% are reliant on wireless broadband connections. They are **+86% more likely** than the average Kiwi to be planning to **upgrade their connection speed** in the n12m.

This audience is **likely to be researching products online** ahead of purchase. **37% have accessed information on a product or service** online in the last week. **40% use their mobile to do a product or price comparison search** at least weekly.

**Consumers who see out of home are +63% more likely to take an online brand action** (such as searching or visiting a website) vs. those who have not been exposed.

**Exposure to radio can boost online brand browsing** by an average of **+52%**.

Combining radio with outdoor & digital will ensure you connect with potential customers at all points of their consumer journey and move them further down the funnel towards purchase.

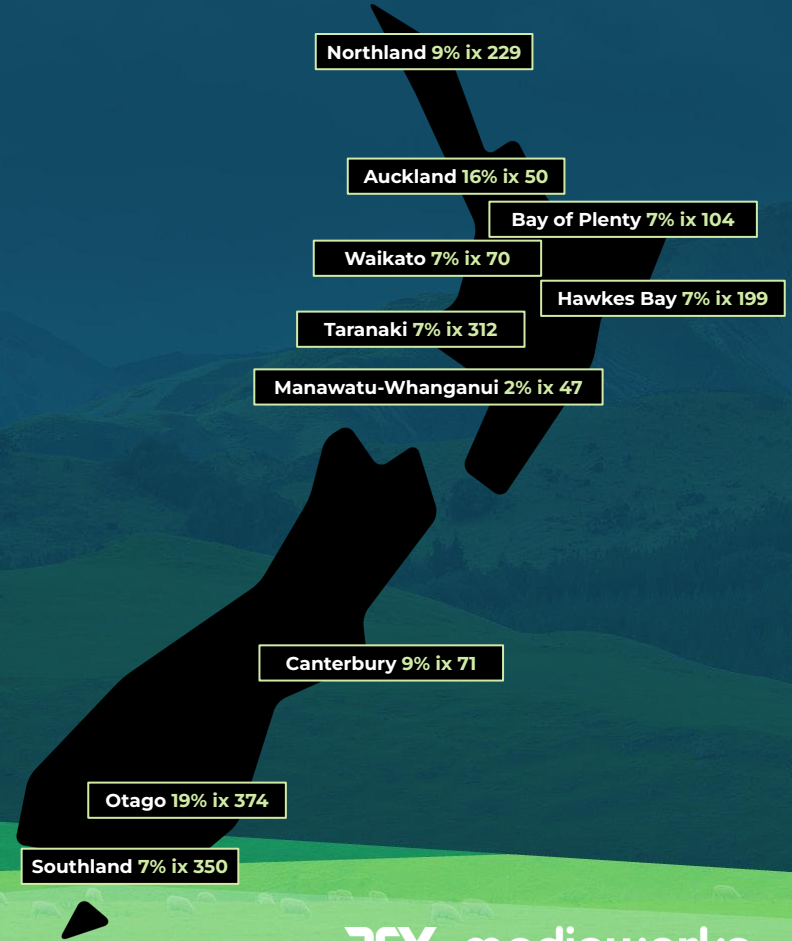


# WHERE THEY LIVE

## Farm Owner or Manager

60% of Farm Owner or Managers are found in the North Island.

However they are 1.75 times more likely than the average Kiwi to live in the South Island. Otago has the biggest concentration of this audience.



REX mediaworks.

# Media Engagement: Farm Owner or Manager

## Potential: 43,000

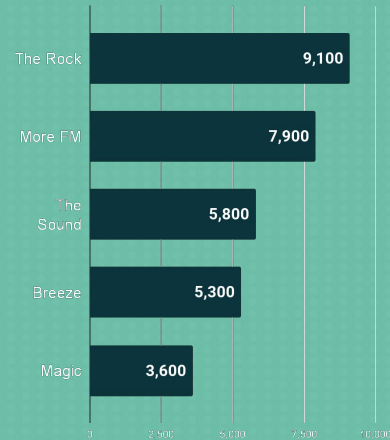


**93%**  
have listened  
to the **RADIO**

**58%**  
have listened  
to **MediaWorks RADIO**

### Top MW Stations

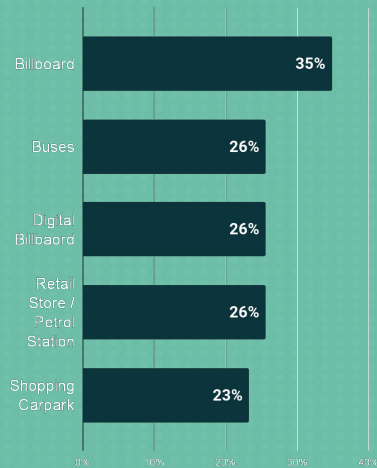
Weekly Cumulative Audience: GfK S1 2023



**65%**  
have seen  
**OUTDOOR ADS**

**23%**  
are heavy consumers of  
**OUTDOOR MEDIA**

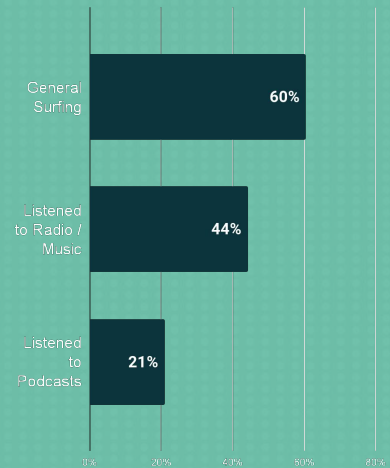
### OOH Formats Seen L7D



**100%**  
have been  
**ONLINE**

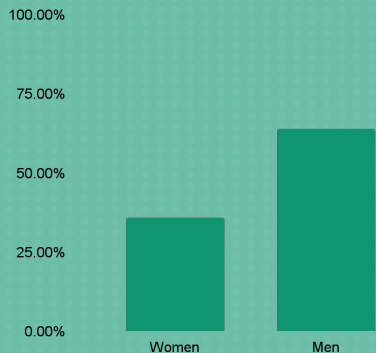
**21%**  
are heavy consumers of the  
**INTERNET**

### Digital Activities L7D

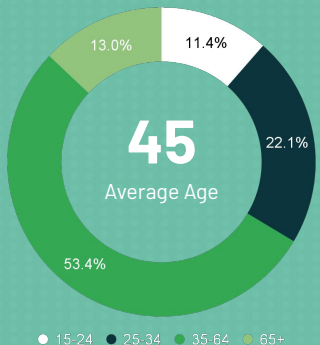


# Audience Profile: Agricultural Workers

Potential: 131,000



Age Profile



## Main Breadwinner



- Average Personal Income: **\$70,216** (+12% vs. NZ average)
- Average Household Income: **\$115,330** (+1% vs. NZ average)
- This audience is **+22% more likely** than the average Kiwi to **feel burdened by the responsibilities in their life**
- **66%** are **homeowners**
- **73%** have **savings or investments**
  - They are **+8% more likely** to **prefer to let professionals manage their investments**
  - **36%** are likely to **take out or refinance a mortgage** in the next year

## Protecting Their Assets



- Agricultural workers are **+9% more likely** to be **reviewing their insurances**. **54%** intend to **take out or upgrade an insurance policy** in the n12m
- They are **+42% more likely** to **use insurance brokers** vs. the average Kiwi
- They have been with their **main insurer for an average of 6 years**

## Getting Away From the Farm



- **91%** intend to **book a holiday** in the next 12 months
  - **77%** intend to **travel domestically**
  - **44%** intend to **holiday overseas**. They are **+8% more likely** to be **planning an overseas trip** vs. the average Kiwi
- **74%** would consider **going on a cruise**

## Impulsive Shoppers on a Budget



- **85%** are **household shoppers**
  - They are **+9% more likely** than the average Kiwi to be a **top up shopper**
- **Value perceptions are important to this audience**
  - **74%** **shop** a lot of **bargains and specials**
  - **70%** tend to **stick to brands they've used for a long time**
  - **57%** are **on a strict budget** - they are **+10% more likely** to have **cut down on non-essential spending**
  - Despite budget constraints **50%** **often make impulse purchases**
- **Agricultural Workers** are **+23% more likely** to say that when they see **new brands advertised they often buy it to see what it's like**

## Open to Advertising



**Agricultural Workers** are most likely to be **accessing the web via mobile devices**. **54%** have ultra-fast broadband connections, **19%** are on VDSL, ADSL or satellite broadband connections and a further **18%** are reliant on wireless broadband connections. They are **+29% more likely** than the average Kiwi to be planning to **upgrade their connection speed** in the n12m.

This audience is **likely to be researching products online** ahead of purchase. **35%** have **accessed information on a product or service** online in the last week. They are **+22% more likely** to **use their mobile to do a product or price comparison search** at least weekly.

**Consumers who see out of home** are **+63% more likely** to **take an online brand action** (such as searching or visiting a website) vs. those who have not been exposed.

**Exposure to radio can boost online brand browsing** by an average of **+52%**.

Combining radio with outdoor & digital will ensure you connect with potential customers at all points of their consumer journey and move them further down the funnel towards purchase.

# WHERE THEY LIVE

## Agricultural Workers

62% of Agricultural Workers are found in the North Island.

However they are 1.6 times more likely than the average Kiwi to live in the South Island.

Canterbury has the biggest concentration of this audience, followed by Waikato, Bay of Plenty and Otago.



REX mediaworks.

# Media Engagement: Agricultural Worker

Potential: 131,000

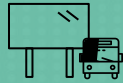
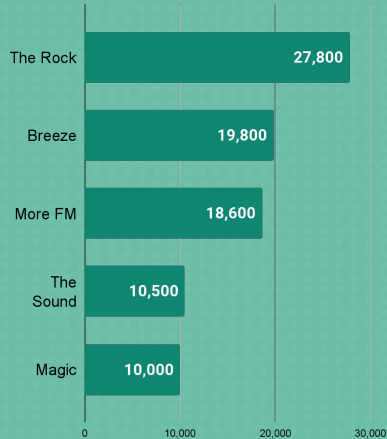


**90%**  
have listened to the **RADIO**

**60%**  
have listened to **MediaWorks RADIO**

## Top MW Stations

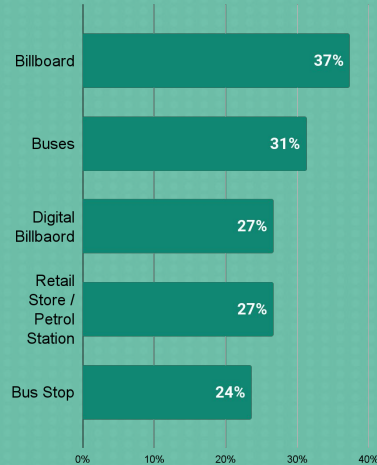
Weekly Cumulative Audience: GfK S1 2023



**68%**  
have seen **OUTDOOR ADS**

**33%**  
are **heavy consumers** of **OUTDOOR MEDIA**

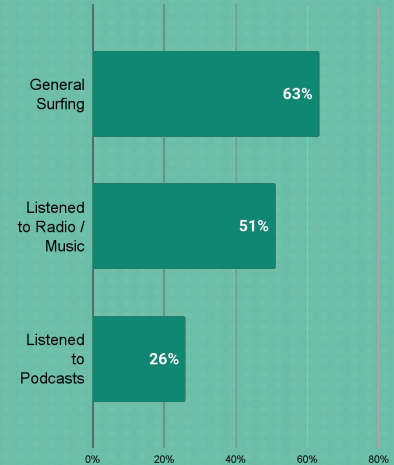
## OOH Formats Seen L7D



**100%**  
have been **ONLINE**

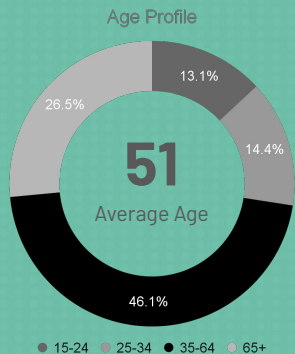
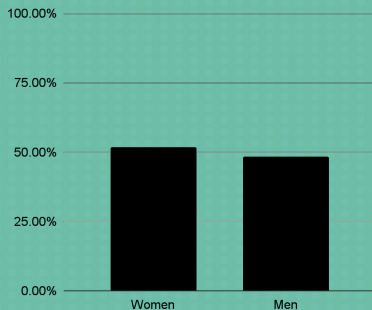
**34%**  
are **heavy consumers** of the **INTERNET**

## Digital Activities L7D



# Audience Profile: Rural Residents

Potential: 1,155,000



## Roots are Firmly Planted



- Average Personal Income: **\$54,254** (-13% vs. NZ average)
- Average Household Income: **\$98,822** (-13% vs. NZ average)
- Rural Residents are **+38% more likely** than the average Kiwi to be **retired**
- **71% are homeowners** - half of these homeowners **do not have a mortgage**. They are -13% less likely to be planning on buying or selling property in the next year.
- **75% have savings or investments**

## Improving Their Homes



- They are **+15% more likely** to plan on **making major home improvements** in the n12m.
- They are **+11% more likely** to intend to make **cosmetic improvements** such as painting, wallpapering and upgrading flooring
- They are **+35% more likely** to intend to **stay in their current home** as long as they can

## Booking Travel



- **88%** intend to **book a holiday** in the next 12 months
  - **78%** intend to **travel domestically**
  - **40%** intend to **holiday overseas**
- **68%** would consider **going on a cruise**

## Bargain Shoppers



- **86% are household shoppers**
  - **65%** tend to **do one main weekly shop** and don't buy much else
- **Value perceptions are important to this audience**
  - **84%** are **choosing where to shop** based on the **lowest prices or specials** available
  - **74%** **shop** a lot of **bargains and specials**
  - **69%** tend to **stick to brands they've used for a long time**
  - **52%** tend to **mostly by well-known brands**

## Open to Advertising



Rural Residents are most likely to be **accessing the web via mobile devices**. 54% have ultra-fast broadband connections, 19% are on VDSL, ADSL or satellite broadband connections and a further 15% are reliant on wireless broadband connections.

This audience is **likely to be researching products online** ahead of purchase. They are **7% more likely** to have **accessed information on a product or service** online in the last week. **35% use their mobile to do a product or price comparison search** at least weekly.

**Consumers who see out of home are +63% more likely to take an online brand action** (such as searching or visiting a website) vs. those who have not been exposed.

**Exposure to radio can boost online brand browsing** by an average of **+52%**.

Combining radio with outdoor & digital will ensure you connect with potential customers at all points of their consumer journey and move them further down the funnel towards purchase.

# WHERE THEY LIVE

## Rural Residents

65% of Rural Residents are found in the North Island.

However they are 1.5 times more likely than the average Kiwi to live in the South Island.

Canterbury and Waikato has the highest concentration of this broader rural audience.



REX mediaworks.

# Media Engagement: Rural Resident

## Potential: 1,155,000

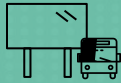
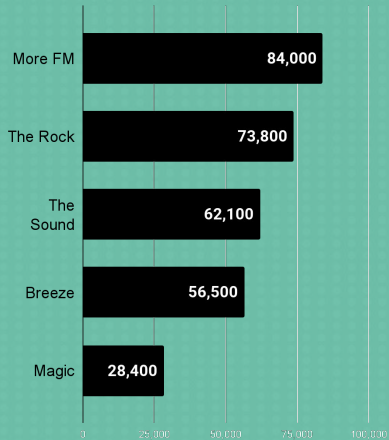


**83%**  
have listened  
to the **RADIO**

**53%**  
have listened  
to **MediaWorks RADIO**

### Top MW Stations

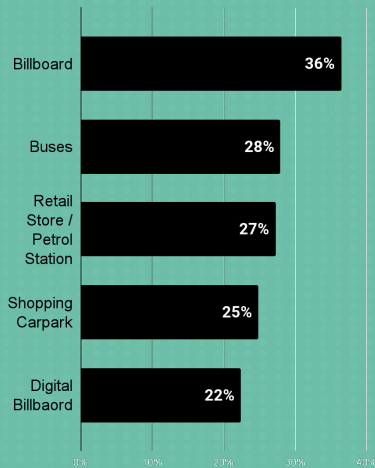
Weekly Cumulative Audience: GfK S1 2023



**63%**  
have seen  
**OUTDOOR ADS**

**25%**  
are heavy consumers of  
**OUTDOOR MEDIA**

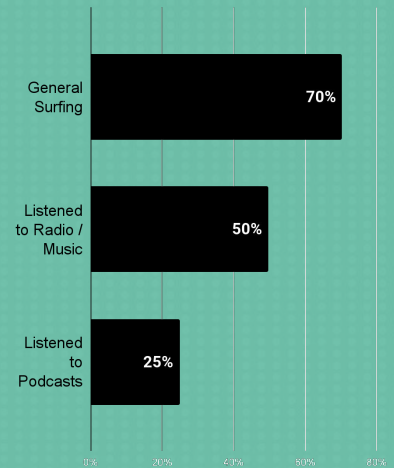
### OOH Formats Seen L7D



**100%**  
have been  
**ONLINE**

**35%**  
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**INTERNET**

### Digital Activities L7D





A landscape featuring mountains and a herd of sheep, overlaid with a green and blue gradient. The word "REX" is prominently displayed in the center.

# REX

mediaworks.

# MEDIAWORKS RURAL

Rural news. Rural people. Rural stories.

Mediaworks Rural aggregates all rural content across Mediaworks radio, digital, social, podcast and out of home platforms, providing the rural community with a trusted voice which delivers relevant content that informs, inspires and educates them about life and the wider rural sector.

Leveraging a highly regarded and respected team of journalists and presenters within the MediaWorks stable, partnering with MediaWorks Rural positions brands and partners as credible authorities within their respective fields.

The rural community is information hungry and keeping up to date with what's happening is more than just a pastime - it's often business critical.



**"We let experts tell their stories and encourage our listeners to form their own opinions"**

Hamish McKay



## THE HOME OF RURAL CONTENT

### REX MORNINGS

**5AM-6AM**

MONDAY - FRIDAY ON MAGIC

Broadcast on popular music station, Magic, REX Mornings is hosted by Hamish McKay and features highlights of key interviews from REX Today.

### REX TODAY

**12.00PM-12.30PM**

MONDAY - FRIDAY  
ON ROVA AND ON DEMAND

Hosted by leading agricultural journalist, Dominic George, REX Today focuses inside and outside the farm gate, featuring rural news, detailed weather reports and sport, while covering hot on-farm topics as well as some of the more entertaining hobbies that farmers are involved with away from work too.

### REX WEEKENDS

**5AM-7AM**

SATURDAY & SUNDAY ON MAGIC

REX Weekends is hosted by Hamish McKay and is broadcast on popular music station, Magic. It features highlights from key interviews on Rural Exchange.

### RURAL EXCHANGE

**6AM-7AM**

SATURDAY & SUNDAY ON ROVA  
AND ON DEMAND

An informed and entertaining hour long show which looks at the rich tapestry of rural life, focusing on the latest rural news, trends and innovations, featuring interviews with key rural industry leaders who share their opinions and promote the voices and opinions of rural NZ. Hamish McKay and Rebecca Greaves like to see the rural world through the eyes of their guests, letting experts tell their story so that you can form your own opinion.

### REXONLINE.CO.NZ

**Rexonline.co.nz** is home to the best of rural content from all around New Zealand. Led by Mediaworks' stable of award winning journalists, presenters and hosts, and leveraging REX's premium partnerships within the industry, **rexonline.co.nz** informs, educates and inspires New Zealand's rural community.

mediaworks.



**7,700**  
FACEBOOK  
FOLLOWERS



**1,505**  
INSTAGRAM  
FOLLOWERS



Hamish McKay



Dominic George



Rebecca Greaves

**THANK  
YOU**

**REX** mediaworks.